We’ll tailor your experience

Zalando, Lounge by Zalando, and Outlets (referred to as “we”), use cookies and other technologies to keep our websites reliable and secure, to measure their performance, and to deliver a personalised shopping experience and personalised advertising. To do this, we collect information about users, their behaviour, and their devices.

If you select “Accept all”, you accept this and agree that we share this information with third parties, such as our marketing partners. This may mean that your data is also processed in the USA and China. If you select "Only essential" we will use only the essential cookies and you will not receive any personalised ads. Select “Set preferences” for further details and to manage your options. You can adjust your preferences at any time. For more information, please read our  and .

Set preferences Only essential Accept all

Inside Set preferences :

Preferences

This tool helps you to select and deactivate various tags / trackers / analytic tools used on this website.

CategoriesServices

Essential

We use different types of services to enable your experience on our websites. These services are essential for technical performance, security and fraud prevention, and shopping features as well as functionalities of our ecosystem. They also help improve your overall experience by preventing bugs and malfunctions in our ecosystem. Additionally, we personalise your experience by displaying content tailored to your interactions, brand preferences and shopping affinities. This personalised content may sometimes be sponsored by brands or partners, and we may use click data to manage billing for these sponsored content. To provide these personalised services, we also work with our internal service provider, Zalando Marketing Services GmbH.

Web Performance and Analytics

We use this data to improve the performance of our websites and services, as well as to conduct user experience and business-relevant analysis of our stores and websites.

Marketing

Zalando, Zalando Lounge, Zircle, Zalon, Outlets collect information about user journeys to deliver relevant sponsored content about our products (and products offered by our partners and brands in our stores). To select content that fits your interests, we may for example use information about your purchases and interactions on the site. We may share this information and a customer identifier, like an encrypted e-mail address or device details, with third parties like Facebook and Google. This is to present you with relevant ads on third party websites and apps. We also may link this data across the different devices you use, as well as process data about the ads (for example, whether you clicked on an ad and then made a purchase). This is to measure ad performance and to enable ad billing. To provide you with a relevant marketing experience we also work with our internal service provider Zalando Marketing Services GmbH.

Save settings Accept All